



Water is an essential resource to delivering power generation worldwide and is clearly illustrated in the “water-energy nexus” term often used these days in the energy industry.

Water is becoming more and more of an important topic due to water scarcity due to drought and other regional factors, environmental regulations, water treatment technologies/ applications and a variety of other reasons. There are a number of prevailing industry environmental regulations including 316(b), Effluent Limitation Guidelines (ELGs), and the Coal Combustion Residuals rule (CCR) that power generation companies must be mindful of and adhere to.

We are offering a new, unique opportunity in our May 2018 issue of POWER magazine for our industry partners to weigh in on this topic and provide sponsored content within this issue which will be focused on water and wastewater.

**Special Section Advertorial
Material Due: April 2**

DON'T DELAY – SPACE IS LIMITED

Reserve your advertising space now!
Ad Closing Date: April 2
Ad Material Due Date: April 6

All full page and half page advertisers in the May issue will receive a bonus ½ page in our Water focused special section to provide sponsored content on this topic and your company.

BONUS DISTRIBUTION: AWEA WINDPOWER (May 7-10, Chicago, IL)

HOW TO WRITE YOUR EDITORIAL FOR A POWER MAGAZINE SPECIAL ADVERTISING SECTION

We are pleased to offer you the opportunity of sponsored content space.

Within reason you are welcome to use this space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section. So please:

- Send 6 word header max + 195 words body max + 1 image **OR** 6 word header max + 500 words with no images.
- Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- No ® or ™ symbols, please. They never appear in standard magazine editorial.
- Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.



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